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Amendments to the Claims:

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A directional audio delivery apparatus for a system, comprising:
~~a box~~ a device that receives incoming encoded signals and provides decoded audio signals for use by the system;

audio conversion circuitry that produces ultrasonic signals based on the decoded audio signals provided by said ~~box~~ device; and

a directional speaker that outputs an ultrasonic output based on the ultrasonic signals,

wherein said apparatus further comprises a beam-attribute control unit operatively connected to said directional speaker, said beam-attribute control unit being configured to electronically control an attribute of the output of said directional speaker, and

wherein the attribute controlled influences a beam width of the ultrasonic output of said directional speaker so that the beam width of the ultrasonic output can be changed.
2. (Previously Presented) A directional audio delivery apparatus as recited in claim 1, wherein said system is one of an audio system, a stereo system, a television system, a radio receiver, a Digital Versatile Disc (DVD) player, a compact disc (CD) player, and a Video Cassette Recorder (VCR) player.
3. (Previously Presented) A directional audio delivery apparatus as recited in claim 1, wherein said directional speaker is repositionable with respect to said system.
4. (Cancelled)

PATENT

5. (Currently amended) A directional audio delivery apparatus as recited in claim 1, ~~claim 4~~, wherein the attribute controlled influences the direction of the ultrasonic output of said directional speaker, ~~or wherein the attribute controlled influences a width of the ultrasonic output of said directional speaker so that the ultrasonic output is angularly constrained based on the width.~~

6. (Currently amended) A directional audio delivery apparatus as recited in claim 1, ~~claim 4~~, wherein the attribute controlled depends on the position of a user of said audio system or depends on a remote controller for said ~~audio~~ system.

7. (Currently amended) A directional audio delivery apparatus as recited in claim 1, ~~claim 4~~, wherein said directional speaker has a plurality of separately controllable regions, and wherein said beam-attribute control unit activates one or more of the controllable regions to control the ultrasonic output from said directional speaker.

8. (Previously Presented) A directional audio delivery apparatus as recited in claim 1, wherein said directional speaker has a curved surface, which can be a curved emitting surface or a curved reflecting surface, so that the ultrasonic output produced is intentionally configured to be non-collinear.

9. (Previously Presented) A directional audio delivery apparatus as recited in claim 1 further comprising one additional directional speaker to create stereo effect.

10. (Previously Presented) A directional audio delivery apparatus as recited in claim 1, wherein said apparatus further comprises a personalization unit operatively connected to said audio conversion circuitry, said personalization unit modifies the audio signals or the

PATENT

ultrasonic signals in accordance with an audio characteristic associated with a user of said apparatus.

11. (Previously Presented) A directional audio delivery apparatus as recited in claim 10, wherein the audio characteristic is provided to said directional audio delivery apparatus in a removable, portable data storage device that can be electrically connected to said apparatus.

12. (Previously Presented) A directional audio delivery apparatus as recited in claim 10, wherein the audio characteristic pertains to a hearing characteristic and/or a hearing preference associated with the user.

13. (Currently amended) A directional audio delivery apparatus as recited in claim 1, wherein said directional audio delivery apparatus further comprises ~~comprises~~ an environmental adjustment unit ~~operatively connected to said audio conversion circuitry,~~ said environmental adjustment unit modifies that is configured to modify the audio signals or the ultrasonic signals in accordance with a piece of information related to the environment in the vicinity of ~~a user of said apparatus or a portable device used by a user of said apparatus~~ the user.

14. (Currently amended) A directional audio delivery apparatus as recited in claim 13, wherein the piece of information is determined based on a position of the portable device ~~user~~, or wherein the piece of information includes a noise level.

15. (Currently amended) A directional audio delivery apparatus as recited in claim 1, wherein the ultrasonic ~~outputs~~ output from said directional speaker ~~are~~ is reflected by at least ~~two reflecting surfaces~~ one reflecting surface before propagating into the free space where a user of the apparatus is positioned, as directionally-constrained audio output.

PATENT

16. (Currently amended) A method for providing directionally constrained audio to a user using a directional speaker, said method comprising:

receiving audio signals to be delivered to the user from an audio device;

receiving a beam attribute input; and

driving the directional speaker to generate the directionally constrained audio,

wherein the beam attribute input controls at least one attribute of the directionally constrained audio,

wherein the method further comprises converting the audio signals to ultrasonic signals,

wherein the beam attribute input controls a reflector associated with the directional speaker, and

wherein said driving includes at least driving the directional speaker in accordance with the ultrasonic signals to produce ultrasonic output for providing the directionally constrained audio.

17. (Cancelled)

18. (Currently amended) A method as recited in claim 16 ~~claim 17~~, wherein said method further comprises altering the orientation of the directional speaker ~~or a reflector associated therewith.~~

19. (Currently amended) A method as recited in claim 16 ~~claim 17~~, wherein the beam attribute depends on a distance ~~associated with the ultrasonic output~~ or a position of ~~reference from~~ an object.

PATENT

20. (Currently amended) A method as recited in claim 16 ~~claim 17~~, wherein the beam attribute input being received is automatically provided, not based on an input entered by the user without user interaction.

21. (Currently amended) A method as recited in claim 16 ~~claim 17~~,
wherein said method further comprises providing conventional audio,
wherein the beam attribute input selects ~~audio~~ output from ~~at least~~ either one of the directionally-constrained audio ~~and~~ or the conventional audio,
wherein ~~audio outputs are provided based on transforming~~ the audio signals are transformed into ultrasonic signals if directionally-constrained audio is selected, and
wherein ~~audio outputs without transforming~~ the audio signals are not transformed into ultrasonic signals if conventional audio output is selected.

22. (Currently amended) A method as recited in claim 16 ~~claim 17~~,
wherein the directional speaker has a plurality of segments to emit the directionally constrained audio output; and
wherein the segments can be individually controlled for emitting the directionally constrained audio output; and
~~wherein the attribute determines how at least one of the segments should emit the audio output, which affects the width or the direction of the beam.~~

23. (Currently amended) A method as recited in claim 16 ~~claim 17~~, wherein the attribute input is ~~for increasing~~ configured to increase the ultrasonic frequency of the ultrasonic signals to increase the width of the beam of the directionally constrained audio.

24. (New) A method as recited in claim 22, wherein the attribute controls at least one of the many segments to affect the width or the direction of the directionally constrained audio.